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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Howard W. Fingerhut and George She

Serial No.: 09/921,272

Examiner: LY, Nghi H.

Filed: August 1, 2001

Attorney Docket No.: BS00186

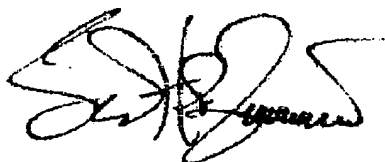
Title: "Methods and Systems for Selective Broadcast Enhancement"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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25 July 2005

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AMENDMENT

Mail Stop: Non-Fee Amendment

Director Patents

P.O. Box 1450

Alexandria VA 22313-1450

Director:

This paper is filed in response to the first Office Action, mailed April 26, 2005, in the above-identified application. Assignee respectfully submits that the amendments and remarks contained herein distinguish the pending claims from the cited documents.